WHAT IS CLAIMED IS:

1.   A method for enabling a user to configure a customizable product in an e-commerce system, wherein the e-commerce system includes a client system coupled

5   through a network to an electronic commerce server, the method comprising:

receiving a request from a user of the client system to purchase the customizable product, wherein the customizable product includes one or more customizable components;

providing customizable component options of the customizable components to a

10   client system for display after receiving said request;

receiving customizable component selections for at least one of the one or more customizable components of the customizable product in response to user input, wherein the customizable component selections applied to the customizable product specify a customized product; and

15   providing an image of the customized product to the client system for display, wherein the image of the customized product visually depicts the customizable component selections of the user.

2.   The method of claim 1, wherein said providing the image of the

20   customized product includes providing customizable component selection images corresponding to the customizable component selections of the user.

3.   The method of claim 2, wherein at least a subset of the customizable component selection images are visually depicted at their respective locations on the

25   image of the customized product.

4. The method of claim 2, wherein at least a subset of the customizable component selection images are visually depicted proximate to their respective locations on the image of the customized product.

5. The method of claim 1, wherein said providing the image of the customized product includes providing text corresponding to the customizable component selections of the user;

wherein the text is visually depicted proximate to respective locations of the customizable components comprised in the image of the customized product.

6. The method of claim 1, wherein the image of the customized product appears substantially like the purchased product.

7. The method of claim 1, wherein the image of the customized product is viewable by the user and used by the user to evaluate and confirm the customizable component selections.

8. The method of claim 7, further comprising:

receiving one or more new customizable component selections for at least one of the one or more customizable components of the customized product after said providing the image of the customized product to the client system, wherein the new customizable component selections applied to the customizable product specify a new customized product;

providing an image of the new customized product, wherein the image of the new customized product visually depicts the new customizable component selections of the user.

9. The method of claim 1, wherein said receiving selections includes:

receiving user input selecting a first customizable component;

providing a menu of possible options for the first customizable component to the client system for display after the user input selecting the first customizable component;

receiving user input selecting one of the possible options for the first customizable

5   component.

10.   The method of claim 1, wherein said providing the one or more customizable component options of the customizable product includes providing an image of the customizable product to the client system for display, wherein images of at

10   least a subset of the one or more customizable components are visually depicted proximate to their respective locations on the image of the customizable product;

wherein said receiving customizable component selections includes:

receiving user input selecting an image of a first customizable component which is visually depicted proximate to its respective location on the image of the

15   customizable product, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

receiving user input selecting a first customizable component option for the first customizable component, wherein the user input selecting the first customizable

20   component option comprises the customizable component selection for the first customizable component.

11.   The method of claim 10, wherein said receiving user input selecting the image of the first customizable component further includes:

25   receiving user input indicating a position of a cursor of the client system proximate to the location of the image of the first customizable component visually depicted on the image of the customizable product.

12.   The method of claim 10, wherein said receiving customizable component selections further includes:

providing a menu comprising the customizable component options of the first customizable component for display on the client system after said receiving user input

5   selecting the image of the first customizable component.

13.   The method of claim 12, wherein the menu comprising the customizable component options includes text indicating the customizable component options.

10   14.   The method of claim 12, wherein the menu comprising the customizable component options includes images indicating the customizable component options.

15.   The method of claim 12, wherein the menu is operable to be displayed proximate to the location of the image of the first customizable component

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16.   The method of claim 10, wherein said receiving customizable component selections further includes:

providing a sequence of images corresponding to the customizable component options of the first customizable component after said receiving user input selecting the

20   image of the first customizable component.

17.   The method of claim 10, wherein said receiving user input selecting the first customizable component option includes:

providing customizable component option images corresponding to the

25   customizable component options of the first customizable component;

receiving user input selecting a first customizable component option image corresponding to the first customizable component option.

18. The method of claim 10, further comprising:

providing an image of the first customizable component option for display on the client system in response to said receiving user input selecting the first customizable component option for the first customizable component.

19. The method of claim 10, further comprising:

the client system displaying the image of the customizable product in response to said providing the one or more customizable component options of the customizable components to the client system, wherein images of at least a subset of the one or more customizable components are visually depicted proximate to their respective locations on the image of the customizable product;

wherein, for each customizable component, the one or more customizable component options are displayed proximate to the image of the customizable component.

20. The method of claim 1, further comprising:

the client system displaying one or more customizable component options of the customizable components in response to said providing the one or more customizable component options of the customizable components to the client system; and

the client system displaying the image of the customized product in response to said providing the image of the customized product to the client system for display, wherein the displayed image of the customized product visually depicts the customizable component selections of the user.

21. The method of claim 1, wherein the customizable product is a measurement system.

22. The method of claim 21, wherein the customizable component selections include one or more of: measurement card; cable, signal conditioning modules and transducer.

5   23. The method of claim 1, wherein the customizable product is a computer system.

24. The method of claim 23, wherein the customizable component selections include one or more of: display, peripheral devices, storage devices, memory size,
10   communication type, memory type.

25. A method for enabling a user to configure a customizable product in an e-commerce system, wherein the e-commerce system includes a client system coupled
15   through a network to an electronic commerce server, the method comprising:

receiving a request from the user to purchase the customizable product, wherein the customizable product includes one or more customizable components;

providing an image of the customizable product to the client system for display after receiving the request, wherein images of at least a subset of the one or more
20   customizable components are visually depicted proximate to their respective locations on the image of the customizable product;

receiving customizable component selections for at least one of the one or more customizable components of the customizable product, wherein said receiving customizable component selections includes receiving user input selecting the images of
25   one or more of the customizable components.

26. The method of claim 25, wherein said receiving customizable component selections includes:

receiving user input selecting an image of a first customizable component which is visually depicted proximate to its respective location on the image of the customizable product, wherein said receiving user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

5   receiving user input selecting a first customizable component option for the first customizable component.

27.   The method of claim 26, wherein said receiving user input selecting the image of the first customizable component further includes:

10   receiving user input indicating a position of a cursor of the client system proximate to the location of the image of the first customizable component visually depicted on the image of the customizable product.

28.   The method of claim 26, wherein said receiving customizable component
15   selections further includes:

providing a menu comprising the customizable component options of the first customizable component for display on the client system after said receiving user input selecting the image of the first customizable component.

20   29.   The method of claim 28, wherein the menu comprising the customizable component options includes text indicating the customizable component options.

30.   The method of claim 28, wherein the menu comprising the customizable component options includes images indicating the customizable component options.

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31.   The method of claim 28, wherein the menu is operable to be displayed proximate to the location of the image of the first customizable component

32.   The method of claim 26, wherein said receiving customizable component selections further includes:

providing a sequence of images corresponding to the customizable component options of the first customizable component after said receiving user input selecting an

5   image of a first customizable component.

33.   The method of claim 26, wherein said receiving user input selecting the first customizable component options includes:

providing customizable component option images corresponding to the

10   customizable component options of the first customizable component; and

receiving user input selecting a first customizable component option image corresponding to the first customizable component option.

34.   The method of claim 26, further comprising:

15   providing an image of the first customizable component option for display on the client system in response to said receiving user input selecting the first customizable component option for the first customizable component.

20   35.   A method for enabling a user to configure a customizable product in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, the method comprising:

the client system providing a request to the electronic commerce server to purchase a customizable product, wherein the customizable product includes one or more

25   customizable components;

the client system displaying customizable component options of the one or more customizable components after providing the request;

the client system providing customizable component selections for at least one of the one or more customizable components of the customizable product to the electronic commerce server, wherein the customizable component selections applied to the customizable product specify a customized product; and

5   the client system displaying an image of the customized product, wherein the image of the customized product visually depicts the customizable component selections of the user.

36.   The method of claim 35, wherein said displaying the customized product

10   includes displaying customizable component selection images corresponding to the customizable component selections of the user;

wherein at least a subset of the customizable component selection images are visually depicted proximate to their respective locations on the displayed customized product.

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37.   The method of claim 35, wherein said displaying the customized product includes displaying text corresponding to the customizable component selections of the user;

wherein the text is visually depicted proximate to respective locations of the

20   customizable components comprised in the displayed customized product.

38.   The method of claim 35, wherein the displayed customized product is viewable by the user and used by the user to evaluate and confirm the customizable component selections.

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39.   The method of claim 35, wherein said displaying the customizable component options of the customizable product includes displaying an image of the customizable product, wherein images of at least a subset of the one or more

customizable components are visually depicted proximate to their respective locations on the image of the customizable product;

wherein said providing the customizable component selections includes: START

providing user input selecting an image of a first customizable component

5   which is visually depicted proximate to its respective location on the image of the customizable product, wherein said providing user input selecting the image of the first customizable component operates to select the first customizable component for configuration; and

providing user input selecting a first customizable component option for

10   the first customizable component.

40.   A method for enabling a user to configure a customizable product in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, the method comprising:

15   the client system providing a request to the electronic commerce server to purchase a customizable product, wherein the customizable product includes one or more customizable components;

the client system displaying an image of the customizable product after receiving the request, wherein images of at least a subset of the one or more customizable

20   components are visually depicted proximate to their respective locations on the image of the customizable product;

the client system providing selections for at least one of the one or more customizable components of the customizable product to the electronic commerce server, wherein said providing selections includes providing user input selecting the images of

25   the customizable components.

41.   The method of claim 40, wherein said receiving user input selecting the image of the first customizable component further includes:

receiving user input indicating a position of a cursor of the client system proximate to the location of the image of the first customizable component visually depicted on the image of the customizable product; and

providing the input indicating the position of the cursor to the electronic

5 commerce server.

42.   A server system for enabling a user to configure a customizable product in an e-commerce transaction, the system comprising:

10   a processor;

a memory operatively coupled to said processor;

an input for coupling to a network, wherein the input is operable to receive a request from a user of the client system to purchase a customizable product, wherein the customizable product includes one or more customizable components;

15   a computer program stored in said memory, and wherein said computer program is executable to provide one or more customizable component selections of the customizable components to a client system for display after receiving said request;

wherein the input is further operable to receive customizable component selections from a user for at least one of the one or more customizable components of the

20 customizable product, wherein the customizable component selections applied to the customizable product specify a customized product; and

wherein the computer program is further executable to provide an image of the customized product to the client system for display, wherein the image of the customized product visually depicts the customizable component selections of the user.

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43.   A server system for enabling a user to configure a customizable product in an e-commerce transaction, the system comprising:

a processor;

a memory operatively coupled to said processor;

an input for coupling to a network, wherein the input is operable to receive a request from the user to purchase a customizable product, wherein the customizable product includes one or more customizable components;

5   a computer program stored in said memory, and wherein said computer program is executable to provide an image of the customizable product to the client system for display after receiving the request, wherein images of at least a subset of the one or more customizable components are visually depicted proximate to their respective locations on the image of the customizable product;

10   wherein the input is further operable to receive:

user input selecting the images of the customizable components; and

selections for at least one of the one or more customizable components of the customizable product.

15   44.   A memory medium comprising program instructions for enabling a user to configure a customizable product in an e-commerce system, wherein the e-commerce system includes a client system coupled through a network to an electronic commerce server, wherein the program instructions are executable to implement:

receiving a request from a user of the client system to purchase the customizable

20   product, wherein the customizable product includes one or more customizable components;

providing customizable component options of the customizable components to a client system for display after receiving said request;

receiving customizable component selections for at least one of the one or more

25   customizable components of the customizable product in response to user input, wherein the customizable component selections applied to the customizable product specify a customized product; and

providing an image of the customized product to the client system for display, wherein the image of the customized product visually depicts the customizable component selections of the user.